MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK 3864 – INDUSTRIAL MARKETING

(All sections / Groups)

04 JUNE 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 5 questions only.

2. Answer **ALL FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

"All business marketing decisions - product, price, promotion, and distribution - are affected, directly or indirectly, by other functional areas. In turn, marketing considerations influence business decisions in R&D and in manufacturing and procurement, as well as adjustments in the overall corporate strategy." Please explain the statement with appropriate examples.

(20 marks)

QUESTION 2

A central challenge for the business marketer during the strategy formulation process is to minimize interdepartmental conflict while fostering shared appreciations of the interdependencies with other functional units. Explain.

(20 marks)

QUESTION 3

Marketing strategies can fail if business marketers do not consider the needs and capabilities of their intermediaries. What are the key factors in effectively motivating channel members?

(20 marks)

QUESTION 4

A large consumer goods company recently entered the business market with a new product with broad industrial application. They are in the process of determining the appropriate price for the product. Discuss the role of costs in determining price and indicate some of the key cost considerations that must be evaluated in setting price.

(20 marks)

QUESTION 5

KPJ Healthcare Group of Malaysia invests a significant proportion of their promotional budget in trade shows. Management, however, wonders whether they are getting the proper return on this sizeable investment. Propose a set of guidelines that the firm might use in designing a more effective trade show communications strategy.

(20 marks)

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